



BellSouth Telecommunications, Inc. Suite 2104 333 Commerce Street Nashville, TN 37201-3300 T.R.A. DOCKET ROOM

Charles L. Howorth, Jr. Regulatory Vice President

615 214-6520 Fax 615 214-8858

September 19, 2003

SEP 19 2003

Mr. Joe Werner, Chief Telecommunications Division Tennessee Regulatory Authority 460 James Robertson Rarkway Nashville, Tennessee

03.1036

Dear Mr. Werner:

SUBJECT: Tariff Filing to Establish the BellSouth Wireless Answers SM Promotion

Attached is the following tariff of BellSouth® Telecommunications, Inc., issued September 19, 2003 with an effective date of October 20, 2003.

General Subscriber Services Tariff

Section A13.91 Contents – Sixteenth Revised Page 9
Original – Page 108

This filing establishes the BellSouth Wireless Answers SM Promotion. Additional details are located in the attached Executive Summary.

We appreciate your returning a receipted copy as evidence of this tariff filing. Please call Kathy Sager at 214-4150 if you have any questions or wish to discuss.

Yours truly,

Attachments

Paul Stenson/for

Executive Summary

BellSouth® Wireless AnswersSM Bundle

Proposed Promotion

The BellSouth® Wireless AnswersSM Bundle promotion is scheduled to begin on October 20, 2003 and end on April 16, 2004. Services included in this promotion are:

- BellSouth® Complete Choice® service
- BellSouth® Complete Choice® Two-Line Plan package
- BellSouth® Complete Choice®, Three-Line Plan package
- Area Plus® with BellSouth® Complete Choice® plan
- Area Plus® Two-Line Plan package with BellSouth® Complete Choice®
- Area Plus® Three-Line Plan package with BellSouth® Complete Choice®
- BellSouth PreferredPackSM Plan
- BellSouth PreferredPackSM Plan for Voicemail
- BellSouth® Long Distance
- BellSouth® Internet service
- Cingular Wireless

Promotion Specifics:

Specific features of this promotion are as follows:

This promotion offers current, new and former BellSouth customers who purchase a BellSouth® Wireless AnswersSM Bundle consisting of eligible BellSouth local service and eligible Cingular Wireless service a \$2, \$5, or \$10 discount on their Cingular service.

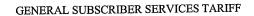
Restrictions/Eligibility Requirements:

- 1. Cingular discounts are available only to customers subscribing to necessary BST landline products.
- 2. Level of discount is predicated upon landline product.
- 3. Customer must subscribe to combined bill to receive discounts.
- 4. Cingular discounts will be discontinued if/when landline products are discontinued.
- 5. BellSouth reserves the right to discontinue or modify this promotion at any time without customer notice.
- 6. Customer must have or purchase BellSouth® Complete Choice® service, BellSouth® Complete Choice® Two-Line Plan package, BellSouth® Complete Choice®, Three-Line Plan package, Area Plus® with BellSouth® Complete Choice® plan, Area Plus® Two-Line Plan package with BellSouth® Complete Choice®, Area Plus® Three-Line Plan package with BellSouth® Complete Choice®, BellSouth PreferredPackSM Plan and/or, BellSouth PreferredPackSM Plan for Voicemail for their local service.

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- 7. Cingular discounts available only on wireless service plans of \$35.00 or higher.
- 8. Up to four (4) Cingular wireless plans per local service account qualify for the appropriate discount.

All BellSouth marks contained herein are owned by BellSouth Intellectual Property Corporation.



Sixteenth Revised Page 9 Cancels Fifteenth Revised Page 9

EFFECTIVE: October 20, 2003

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101

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(N)

BELLSOUTH TELECOMMUNICATIONS, INC. TENNESSEE ISSUED: September 19, 2003 BY: President - Tennessee

Nashville, Tennessee

A13.91.8

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A13. MISCELLANEOUS SERVICE ARRANGEMENTS

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Complete Choice® Upgrade Program

Service Connection Waiver

Complete Choice® Privacy Director® Program

Combined Bill Rromotion A13.91.11 Complete Choice Plus Voice Mail (Unlimited Reacquisition Offer) 103 A13.91.12 104 Unlimited Reacquisition Bundle Offer A13.91.13 BellSouth® Value Answers M Bundle-includes Complete Choice®/Privacy Director®/Long Distance BellSouth® PreferredPack M Plan \$5 Discount for 12 Months 105 A13.91.14 106

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BELLSOUTH
TELECOMMUNICATIONS, INC.
TENNESSEE
ISSUED: September 19, 2003
BY: President - Tennessee
Nashville, Tennessee

EFFECTIVE: October 20, 2003

A13. MISCELLANEOUS SERVICE ARRANGEMENTS

A13.91 Residential Customer Programs

A13.9	1.17 BellSouth®	Wireless Answers SM Bundle	_ (N)
A.	A. Rules and Regulations		(N)
Beginning on C BellSouth® Wi		ober 20, 2003 and ending on April 16, 2004 current, new and former BellSouth customers who purchase a cess Answers Bundle consisting of eligible BellSouth local service and eligible Cingular Wireless service 5, or \$10 discount on their Cingular service.	(N)
		are available only to customers subscribing to necessary BST landline products.	(N)
		ount is predicated upon landline product.	(N)
		st subscribe to combined bill to receive discounts.	(N)
	3. Cingular disco	ounts will be discontinued if/when landline products are discontinued	(N)
		erves the right to discontinue or modify this promotion at any time without customer notice.	(N)
	5. Customer mus package, Bell plan, Area Plu with BellSout	st have or purchase BellSouth® Complete Choice® service, BellSouth® Complete Choice® Two-Line Plan South® Complete Choice®, Three-Line Plan package, Area Plus® with BellSouth® Complete Choice® as Two-Line Plan package with BellSouth® Complete Choice®, Area Plus® Three-Line Plan package the Choice®, BellSouth PreferredPack Plan and/or, BellSouth PreferredPack Plan for their local service.	(N)
	6. Cingular disco	ounts available only on wireless service plans of \$35.00 or higher.	(N)
		Cingular wireless plans per local service account qualify for the appropriate discount.	(N)